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# UNH Center for Family Business Focuses on How to Brand a Family Business

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*UNH Media Relations*

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### Recommended Citation

Mantz, Erika, "UNH Center for Family Business Focuses on How to Brand a Family Business" (2014). *UNH Today*. 4608.  
<https://scholars.unh.edu/news/4608>

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## Media Relations

January 9, 2014

### UNH Center for Family Business Focuses on How to Brand a Family Business

DURHAM, N.H. – Ever wonder why some brands are more successful than others? Experts from the University of New Hampshire Center for Family Business will discuss how to brand your family business Wednesday, Jan. 28, 2015, at The Derryfield, 625 Mammoth Road, Manchester. Registration and coffee start at 8 a.m.; lunch and networking at noon.

The program will be presented by marketing expert Diane Devine, president of Devine Marketing Group and a UNH lecturer. Devine has been responsible for developing well-known brands from Cool Whip to CBS's Survivor and for helping family-owned businesses strengthen their brand. The workshop will answer questions such as: What is your brand and why is it important? How do certain brands maintain customer loyalty over generations? Why do some fizzle out?

This program will also feature Chris Vickers, CEO of the Vermont Country Store, a third generation family-owned business that has branded itself as trusted storekeepers for "the purveyor of practical and hard to find" goods for nearly 70 years.

This event is free to members. There is a special one-time, trial, nonmember registration fee of \$99 per person. Registration is required by Wednesday, Jan. 21, 2015. To register, call Barbara Draper at 862-1107 or [barbara.draper@unh.edu](mailto:barbara.draper@unh.edu).

The Center for Family Business, under the UNH Peter T. Paul College of Business and Economics and the UNH Graduate School, is sponsored by Baker Newman & Noyes, Harvest Capital, Mass Mutual Financial Group, Moitoza Consulting, Management Planning Inc., Optima Bank and Trust, and Pierce Atwood. It is a membership program to provide owners and managers of entrepreneurial businesses with an opportunity to exchange ideas and information and to discuss business challenges and solutions. For more information visit <http://www.familybusiness.unh.edu> The [University of New Hampshire](http://www.unh.edu), founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,300 undergraduate and 2,200 graduate students.

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